



WEWS

ORDER

Flight Dates **09/10/12-09/16/12**

Contract / Revision **310289 /**

Original Date / Revision
09/06/12 09/06/12

Advertiser **Republican Senate Campaign**

Agency **Midwest Communications &**

Buying Contact

**49 S Grant Avenue
Columbus, OH 43125**

Product

Agency Com 15%

Billing Contact

**49 S Grant Avenue
Columbus, OH 43125**

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
WEWS Local Political

| Account Executive | Order% | Start Date | End Date |
|----------------------|--------|------------|----------|
| WEWS Local Political | 100% | | |

Order Share 100% Market Value 28100

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| UNKWN | % | 0 |
| WBNX | % | 0 |
| WDLI | % | 0 |
| WEAO | % | 0 |
| WGGN | % | 0 |
| WJW | % | 0 |
| WKYC | % | 0 |
| WMFD | % | 0 |
| WOAC | % | 0 |
| WOIO | % | 0 |
| WQHS | % | 0 |
| WUAB | % | 0 |
| WVIZ | % | 0 |
| WVPX | % | 0 |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|----------------|------------|--------------------|--------------------|-------------|
| September 2012 | 40 | \$23,885.00 | \$28,100.00 | 0.00 |
| Totals | 40 | \$23,885.00 | \$28,100.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 08/27/12 | 09/16/12 | 40 | \$23,885.00 | \$28,100.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 1 | WEWS | 09/10/12 | 09/16/12 | M-F 11-1135P Late News M-F 11-1135P Late News | CM | 11-1135p | MTWTF-- | :30 | 2 | \$2,200.00 | P-1 | 0.00 | NM | 2 | \$4,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/10/12 | 09/16/12 | MTWTF-- | | 2 | | | | \$2,200.00 | | 0.00 | | | |
| N 2 | WEWS | 09/10/12 | 09/16/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | MTWTF-- | :30 | 5 | \$350.00 | P-1 | 0.00 | NM | 5 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |



WEWS

Print Date: 09/06/12

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Contract / Revision **310289** Flight Dates **09/10/12-09/16/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:20:00

Advertiser **Republican Senate Campai** Product

Estimate #

| | | | | | | | | | | | | | | <u>Totals</u> | |
|--------|------|-------------------|-----------------|------------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|---------------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N 2 | WEWS | 09/10/12 | 09/16/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | MTWTF-- | :30 | 5 | \$350.00 | P-1 | 0.00 | NM | 5 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | MTWTF-- | 5 | | \$350.00 | | 0.00 | | | | | | |
| N 3 | WEWS | 09/10/12 | 09/16/12 | M-F GMC 6-7a M-F GMC 6-7a | CM | 6-7a | MTWTF-- | :30 | 5 | \$450.00 | P-1 | 0.00 | NM | 5 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | MTWTF-- | 5 | | \$450.00 | | 0.00 | | | | | | |
| N 4 | WEWS | 09/10/12 | 09/16/12 | M-F GMA 7-9a M-F GMA 7-9a | CM | 7-9a | MTWTF-- | :30 | 5 | \$500.00 | P-1 | 0.00 | NM | 5 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | MTWTF-- | 5 | | \$500.00 | | 0.00 | | | | | | |
| N 5 | WEWS | 09/10/12 | 09/16/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | MTWTF-- | :30 | 5 | \$450.00 | P-1 | 0.00 | NM | 5 | \$2,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | MTWTF-- | 5 | | \$450.00 | | 0.00 | | | | | | |
| N 6 | WEWS | 09/10/12 | 09/16/12 | M-F 12pm News M-F 12p News | CM | 12-1p | MTWTF-- | :30 | 5 | \$700.00 | P-1 | 0.00 | NM | 5 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | MTWTF-- | 5 | | \$700.00 | | 0.00 | | | | | | |
| N 7 | WEWS | 09/10/12 | 09/16/12 | M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz | CM | 4-5p | MTWTF-- | :30 | 3 | \$800.00 | P-1 | 0.00 | NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | MTWTF-- | 3 | | \$800.00 | | 0.00 | | | | | | |
| N 8 | WEWS | 09/10/12 | 09/16/12 | M-F GMC 5-6a M-F GMC 5-6a | CM | 5-6a | MTWTF-- | :30 | 3 | \$850.00 | P-1 | 0.00 | NM | 3 | \$2,550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | MTWTF-- | 3 | | \$850.00 | | 0.00 | | | | | | |
| N 9 | WEWS | 09/10/12 | 09/16/12 | M-F 6-630p News M-F 6-630p News | CM | 6-630p | MTWTF-- | :30 | 5 | \$1,100.00 | P-1 | 0.00 | NM | 5 | \$5,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | MTWTF-- | 5 | | \$1,100.00 | | 0.00 | | | | | | |
| N 10 | WEWS | 09/10/12 | 09/16/12 | SA-SU GMA 8-9a SA-SU GMA 8-9a | CM | 8-9a | -----SS | :30 | 2 | \$500.00 | P-1 | 0.00 | NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: | | 09/10/12 | 09/16/12 | -----SS | 2 | | \$500.00 | | 0.00 | | | | | | |
| Totals | | | | | | | | | | | | | | 40 | \$28,100.00 |